

Corona / South Tempe

Character-Defining Elements



Character-defining elements are the terms used to describe a wide range of qualitative themes including social aspects, design aesthetics, or the built environment where we live. These elements include aspects you want to preserve, what you like now, and/or how you want it to be in the future. From the *Character Area Workshop* on June 5, 2014 participants identified eleven (11) key character elements. These are the elements we heard from you to best describe the **Corona / South Tempe** Character Area.

Livable

restaurants, good shopping, balanced with young families, schools and great parks, affordable

ATTRIBUTES

- Good public schools
- Mix of retail from local favorites (restaurants & shops); connect to Local First Arizona
- Excellent access to variety of grocery stores
- Pollack Cinemas (movie theater)
- Great mix of public parks, paths, Ken McDonald Golf Course, supplemented by private HOA open space and facilities

GAPS

- More neighborhood-based and/or Mom & Pop restaurants and shops
- Destination restaurants, greater variety of ethnic restaurants
- More outdoor dining and outdoor dining should be more than tables next to a parking lot
- Attract a plant nursery and a feed store for horse supplies
- Attract businesses so we're not always going to Chandler
- Create unique destination in empty part of mall; rotating food trucks/beer garden would be a great addition to existing events like farmer's market
- Support public schools (instead of building more charter schools)
- Recruit businesses that pay livable wages

Friendly

neighbor, family, age, retirement senior, tech-business, and equestrian-friendly

ATTRIBUTES

- Great that neighborhood is all ages and is getting youthful renewal as seniors move to age in place nearby
- Neighborhood feel there's enough of what we need
- Equestrian culture: Circle G, Calle de Caballos, Tally Ho and Buena Vista Ranchos

GAPS

- Park amenities needed for multi-generational users

Limited Density

low density, open, suburban-rural feel, diverse housing, large lots pristine, casual

ATTRIBUTES

- Mix of townhome, family, executive + luxury homes
- Many large residential lots with trees/grass + horse properties
- "Ranchette" character is very unique in an urban environment

GAPS

- Keep development density low
- Multi-generational (aging in place) housing options
- Small patio homes or cottage housing for senior to downsize and live independently
- No new apartments (or condos or rental properties)
- More shade – less concrete; green up strip malls with more trees and shade
- Include guest houses as featured character + design

Energetic

vibrant populace, outdoor-oriented, actively engaged with ASU

ATTRIBUTES

- Employment hub with technology businesses – good jobs locally
- Well used access to walking, jogging + equestrian trails, fishing (at private lakes) + golf

GAPS

- Any new developments would include a neighborhood park
- Area should be a bike + walkable destination
- Tie-into the equestrian activity in South Tempe could lead to it being an attraction
- Actively attracting a mix of businesses that can create activity levels and destination
- Monitor and encourage business/growth within South Tempe Technology Corridor Growth Area along Loop 101
- Provide technical entrepreneurship supported business incubator
- Entice companies + employees from ASU Research Park/Discovery Center to connect with and use businesses in Corona /South Tempe

Social

social-center, community gathering places, inclusive, engaging, historic

ATTRIBUTES

- Active Community Market at Warner/McClintock
- Neighborhood grants (to improve neighborhoods) are beneficial + great
- One historic property - Lowell Redden House"
- Connected to ASU as institution and neighbor (ASU Research Park)
- HOA and NA involvement

GAPS

- Want a community center and meeting rooms / small library as gathering places for community use
- Consider options to use schools/Parks for other public serves – (library branch)
- Look at vacant commercial space as option for cultural and meeting place (i.e. library, museum, public art display, art programs)
- A place to gather with event space for music / art / festivals
- Like to see a public/private partnership to create classes – library, art, technology, + literary
- Interest in entertainment venues: i.e. dinner theater, concert venue + comedy theater

Refined

neighborhood beauty, design-focused, attractive, maintained streets, curb appeal, manicured

ATTRIBUTES

- New/newer homes in attractive/ maintained neighborhoods
- Neighborhood entrance signs
- Support for area to remain well - designed and attractive

GAPS

- Need improvement to block walls/fences, sidewalks and landscape treatments along arterial street
- Landscape needs to be in compliance (weeds need to disappear)
- Maintain the streets; ensure utilities landscape areas they damage; maintain medians
- Explore identifiable theme for major arterial intersections that could be color of street signs, lighting color or character area signage
- Signage: Low at corners – keep signage so visibility is not impaired; keep business signage small, residential character

Corona / South Tempe

Character-Defining Elements



Accessible
multi-modal, connected,
convenient, equestrian, bus-
pullouts

- ATTRIBUTES
- Great access to all major freeways (I-10, US-60 and Loop 101 + 202)
 - Rural and McClintock are prime transit streets

- GAPS
- Neighborhood circulator bus to destinations (Mill Avenue, ASU, Library Complex)
 - Comfortable bus stops at key locations
 - Provide continuity with the bike lanes that stop and start in several places
 - Desiring better connection to light rail

Walkable/Bikeable
walk-friendly, bike-friendly

- ATTRIBUTES
- Access to Western Canal / Sun Circle Trail, Kyrene Canal, ASU Research Park paths,
 - Freeway path crossings connect to city and larger region;
 - Multiple bike routes

- GAPS
- Create a neighborhood greenway/bike route system that:
 - Connects into the canal path system as well as feeds into the employment centers of ASU and Discovery Research Parks
 - Provides collector streets improvements with shade and enhanced sidewalks to encourage walking/biking
 - Provides pedestrian activated (HAWK) crossings
 - Includes restrooms, drinking fountains, shaded rest stops periodically and signs that list places of interest (wayfinding) along paths
 - Create waking/ biking routes with shade and lighting

Sustainable
environmentally responsible, solar-powered,
shaded, leafy, green

- ATTRIBUTES
- Parks that collect rain water.
 - Gasca Community garden at Rural/ Warner
 - Tree canopy is good (highest % in City)
 - Kyrene Schools purchase solar power

- GAPS
- Tree-lined streets with neighborhood based destinations that encourage walking
 - Provide separate green waste pickup
 - More education on solar panels for homes
 - Access to grey water distribution in neighborhood
 - Provide shade trees along arterial streets
 - Maintain tree canopy

Safe
law enforcement, well-lit

- ATTRIBUTES
- Low crime – good law enforcement
 - Lighting that supports safe neighborhoods

- GAPS

Peaceful
quiet, restful

- ATTRIBUTES
- Quiet neighborhoods

- GAPS
- Noise abatement (on Elliott & Rural)

- Additional ideas for consideration:**
- Develop guidelines for improvements along canal edges and commercial corners
 - Utilize the wide ROW open space along Rural Road as a defining element
 - Work closely with The "Y" (YMCA) recreation facilities as recreational amenity adjacent to the Western Canal
 - Open (improved) access to and use of school playfields for non-school hours/days
 - Activate canal areas (festival, art, rest stops, adjacent development opportunities, more crossings)
 - More opportunities to integrate public art in commercial and neighborhoods
 - Work with gated communities HOA to improve walking connections
 - Create a local festival /carnival (i.e. activity that highlights equestrian culture)
 - Opportunity to focus ASU Research Park/Discovery Park as "Innovation Center"